Saratoga

60 interviews
-20 Saratoga
-40 other 100's/120's smokers.

2 markets.

11a
12a
21a

out 13.

(lights) did you ~~know~~ notice anything different about the lights of Sterling cigarette?

Yes – No –

What is different ~~Sterling lights?~~ about it?

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Source: https://www.industrydocuments.ucsf.edu/docs/hzxj0004